



Media reporting of global health issues and events in New Zealand daily newspapers

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Abstract:

ISSUE ADDRESSED: In the context of a globalised world, reports on health that extend personal or country borders have increasing relevance. Media can promote opportunities to identify and address gaps in important global health issues. In light of the potential role of media as an advocacy tool for global health, we examined how global health issues are represented in mainstream media in New Zealand. **METHODS:** We conducted a content analysis of media reports on global health issues in the four highest circulation newspapers in New Zealand between June 2007 and May 2009. Search terms included 'global health', 'international health' and 'world health'. **RESULTS:** Communicable disease was the most frequently reported global health issue in New Zealand newspapers, followed by environment (e.g. climate change), general health risks (unsafe pharmaceuticals) and substance use (tobacco and alcohol). Chronic disease, injury or their determinants were less frequently reported. **CONCLUSIONS:** Mainstream media favours health-related reports based on crisis, epidemic or acute conditions over chronic or non-communicable diseases or disability. Health issues facing the Asia Pacific region increasingly include chronic diseases, which would benefit from greater media coverage to increase advocacy and political awareness of global health challenges.

Resource Description

Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience:

audience to whom the resource is directed

Public

Other Communication Audience: Media

Exposure :

weather or climate related pathway by which climate change affects health

Climate Change and Human Health Literature Portal

Unspecified Exposure

Geographic Feature:

resource focuses on specific type of geography

None or Unspecified

Geographic Location:

resource focuses on specific location

Non-United States

Non-United States: Australasia

Health Impact:

specification of health effect or disease related to climate change exposure

General Health Impact

Resource Type:

format or standard characteristic of resource

Research Article

Timescale:

time period studied

Time Scale Unspecified